

IARI reporter

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NEW SALES-AD COORDINATION STUDY RATED "ONE OF THE BEST"

"Hats off to IARI and its 'How to Coordinate Industrial Sales and Advertising' (IARI Report #8). Odds away, it's one of the best things to come down the pike on advertising in a long, long time."

--George M. Robertson
Apparatus Sales Division
General Electric Company

INEPT QUESTIONNAIRE DOOMS MANY SURVEYS

The pitfalls are legion, whether you design survey questionnaires yourself or bring in outside help. One thing to stay away from is check-list questions not preceded by open-enders (questions which offer respondent no clue to his reply). It's among the many "don'ts" of surveying, along with many "do's", covered in IARI Report #4, "Yardsticks for Evaluating Industrial Advertising Research."

CAN A WOMAN MAKE GOOD MANNING INDUSTRIAL TRADE SHOW EXHIBITS?

Very definitely, say the facts, if she really knows her product, is tuned to prospects' needs. Witness the consulting engineer who recalled, "She knew more about time-motion advantages than I did."

Staffer's knowledge and presentation helped make that display third most memorable of 34 studied by IARI in a typical industrial show. Other memorability factors get the full treatment starting on Page 27, IARI Report #7, "How to Get More Value from Trade Show Exhibits."

HOW HIGH IS HIGH IN AD READERSHIP SCORES?

Say, for instance, you're sure a particular ad's a winner. It hurts when ad pulls a 28--five points behind a competitor's, under same conditions. Before you frown, why not find out first if difference is really significant? IARI says odds are 3-to-1 it isn't.

For the full story and chance to check your own actual ad scores against others', see IARI Report #6, "Analysis of Advertising Readership Studies," Page 25.

HOW TO PREPARE A BUDGET PRESENTATION THAT TALKS MANAGEMENT'S LANGUAGE

"In 1956 our vice president and treasurer asked if there were formulas that would enable us to take a more realistic approach to budgeting our advertising.

"We attempted to follow almost every suggestion in the IARI Budget Manual. Detailed study and discussion with the sales managers enabled us to establish new sales objectives and plans.

"The presentation was adopted unanimously without question by our management group."

--B. W. Titlow
Superior Tube Company

BEWARE THE "TWILIGHT ZONE" IN INQUIRIES-HANDLING SYSTEMS

There's trouble ahead if you split responsibility and authority in the tricky job of processing inquiries. That's what IARI calls "twilighting"; the only ones to benefit are competitors.

For clues on how to head off this situation and get better results from inquiry returns, see IARI Report #1, "A Study of Methods for Handling and Evaluating Industrial Advertising Inquiries," Page 18.

SOUNDLY ORGANIZED AD DEPARTMENT NOT A "CATCH-ALL" FOR JOBS NO ONE ELSE WANTS

There's more mileage in ad dollars, ad manpower if company management keeps two points in mind. First, the range of functions performed by ad departments is wider than some managements realize; second, management will be glad in the end it didn't burden ad department with this, that job no one else wanted. See IARI Report #5, "Organizing and Controlling Industrial Advertising Operations," Chapter II.

HOFFMAN NEWEST MEMBER OF IARI GOVERNING BODY

Pittsburgher Harold W. Hoffman, U. S. Steel assistant advertising director, has accepted unexpired IARI trusteeship of J. A. Duvall, resigned. The longtime Steel Town IARI missionary was appointed by Fred E. Adams, Institute trustee chairman and president of G. M. Basford Company.

Hoffman shares IARI trustee duties with other top industrial marketing men: Joseph F. Hobbins, Anaconda Company; Arthur H. Dix, Conover-Mast Publications; Charles Farran, Griswold-Eshleman Company; M. S. "Steve" Miranda, Dresser Industries; Kent S. Putnam, Associated Spring Corporation; Ralston B. Reid, General Electric; R. C. Sickler, duPont; and George H. West, Consolidated Electrodynamics.

SALES-AD COORDINATION ON THE UPTURN, BUT COORDINATORS SHY FROM JUDGING OWN PROGRESS

Standout finding of IARI's 28-company probe of sales-ad coordination was: none has tried yet to set up yardstick for judging own success to date.

Most felt it's too early to make attempt alone; all turned to IARI for first yardstick of its kind. See IARI Report #8, "How to Coordinate Industrial Sales and Advertising," Page 1, "How to Appraise Coordination."

WHAT ARE YOUR DATA SOURCES IN BUILDING ADVERTISING BUDGETS?

Jot down the various data sources you recall using when you put together your most recent ad budget, then compare yours to the possibles listed on Page 37, IARI Report #3, "How to Establish the Budget for Advertising Industrial Products."

VALUABLE AIDS IN YOUR IARI FUTURE

IARI research projects in various stages of completion include:

- "Application of Motivation Research Techniques in Industrial Advertising"
- ✓ "Techniques and Standards of Mailed Readership Studies" ✓
- ✓ "A Study of Direct Mail Reading Patterns" ✓
- ✓ "Who Does the Buying in Industry?" ✓
- ✓ "How to Make Your Industrial Catalog More Effective" ✓
- ✓ "A Statistical Study of Copy Characteristics"

WOULD YOU LIKE MORE COPIES OF THIS REPORTER? REPORT #8 HIGHLIGHTS?

Additional copies of this issue of the IARI "REPORTER" and the "Highlights of IARI Report #8" (How to Coordinate Industrial Sales and Advertising), will be sent on request to you or addressees you designate. Simply send full information to:

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Princeton, New Jersey

IARI GOVERNORS TO HOLD QUARTERLY MEET IN D. C.

IARI trustees meet next on January 23 to assay past, plan IARI's future. Parley is slated for Washington, D. C., where National Business Publications will stage annual Silver Quill Award Dinner in nation's capital same day.

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